

REMARKS

Claims 18-22 remain pending in the present application. The Examiner is respectfully requested to reconsider and withdraw his rejections in view of the remarks as set forth below.

DRAWINGS

The drawings stand objected to for certain informalities. Applicant has amended the drawings according to the Examiner's suggestion and attached a revised drawing for the Examiner's approval. Therefore, reconsideration and withdrawal of this objection is respectfully requested.

REJECTIONS UNDER 35 USC §103

Claims 18-21 stand rejected under 35 USC §103(a) as being unpatentable over U.S. Patent No. 6,145,741 (Wisdom). Applicant respectfully traverses this rejection.

It is believed that the pending claims are patentably distinct over Wisdom. However, in order to expedite prosecution, Applicant previously submitted a declaration in accordance with 37 C.F.R. §1.131 which establishes the conception of the Applicant's invention in the United States prior to April 27, 1999, which is the filing date of the Wisdom reference. The Examiner asserts that the evidence submitted is insufficient to establish the conception of the invention prior to the effective date of the Wisdom reference. Specifically, the Examiner asserts that the

documentary evidence does not show the step involving the purchasing intermediary. Applicant respectfully disagrees.

First, Applicant asserts that the documentary evidence does show that the purchasing cards would be provided by a purchasing intermediary to a retail establishment for distribution to consumers

Second, Applicant notes that the Examiner must consider all of the evidence presented in its entirety, including the declaration. MPEP 715.07. Furthermore, an accompanying exhibit need not support all claimed limitations, provided that any missing limitations are supported by the declaration. *Ex parte Ovshinsky*, 10 USPQ2d 1075 (Bd. Pat. App. & Inter. 1989). Thus, Applicant asserts that the previously submitted declaration is sufficient to overcome the reference. However, Applicant has revised the declarations made by the inventors to further corroborate this feature of the claimed invention.

In sum, Applicant asserts that the rejection has been overcome by the submission of the declaration. Accordingly, Applicant respectfully requests reconsideration and withdrawal of this rejection.

CONCLUSION

All of the stated grounds for rejection have been properly traversed, accommodated, or rendered moot. Applicant therefore respectfully requests that the Examiner reconsider all presently outstanding rejections and further requests that they be withdrawn. Accordingly, it is believed that a full and complete response has been made to the outstanding Office Action and, as such, the

present application is in condition for allowance. If the Examiner believes that personal communication will expedite prosecution of this application, he is invited to telephone the undersigned at (248) 641-1230.

Prompt and favorable consideration of this response is respectfully requested.

Respectfully submitted,

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